

View 12: Tottenham Marshes

Baseline description

Existing visibility of Site

The Site is not currently seen from this location.

Key elements in view

Public right of way across Tottenham Marshes open space with rough grassland enclosed by mature trees and buildings, including tall buildings within Tottenham Hale above the trees on hte skyline.

Sensitivity

Receptors

People using Tottenham Marshes for recreational purposes.

Value of view

The view across the open space surrounded by trees has some local amenity value. Buildings in the urban area are evident, recently completed and of a good quality design. The view has Medium value.

Susceptibility

People are likely to have some focus on visual amenity when using the area for informal recreation. The have High susceptibility to change.

Sensitivity

The susceptibility of people in this location to changes in visual amenity are limited by the wider urban context and are Medium.

Visual effect

The proposed development would be seen in place of the existing buildings at One Ashley Road on the skyline above the trees. It would be a taller element, similar in apparant scale to the tower at the entrance to Hale Village.

It would be a noticeable addition to the skyline and there would be a Medium degree of change to the view.

The stepping form of the building, the variation in brick materials and articulation provided by windows and inset elements would be appreciated. It would be a slender and distinctive element of good architectural quality. It would reinforce legibility, more clearly marking the location of Tottenham Hale station.

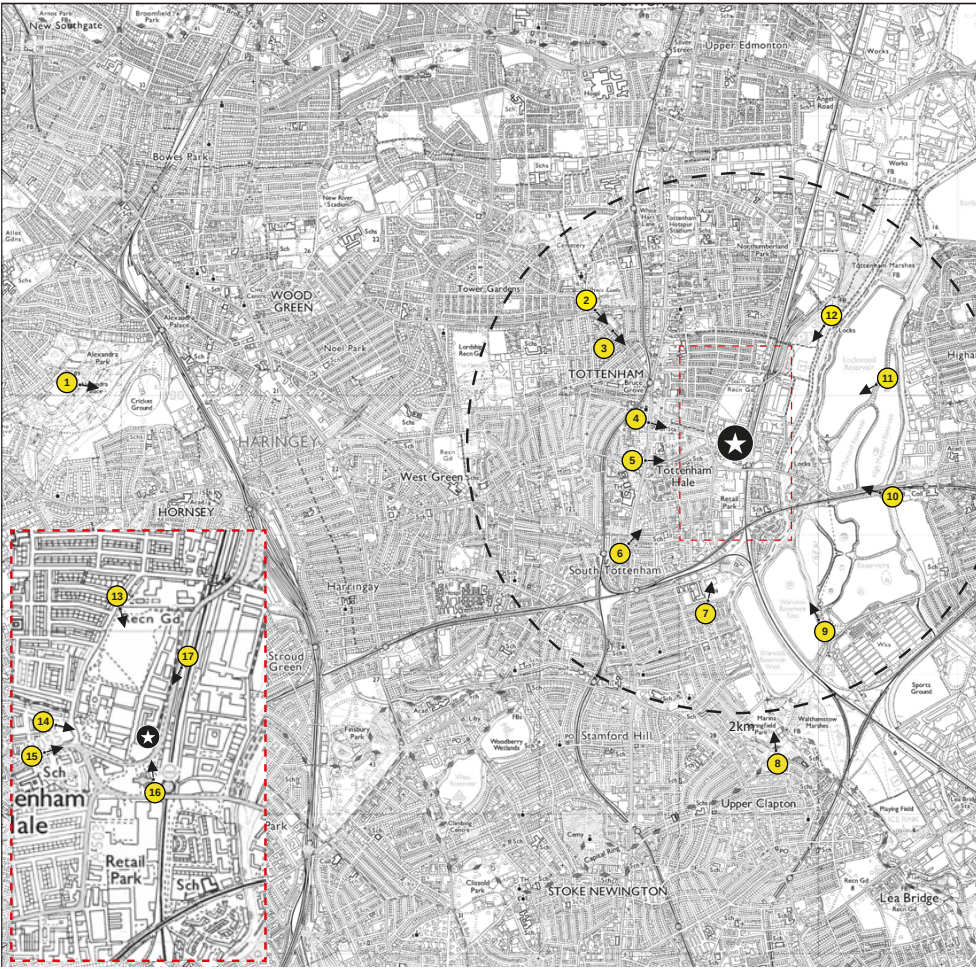
There would be a **Moderate Beneficial** visual effect.

Cumulative effects

The cumulative schemes would also be seen in conjunction with and partly screen the proposed development. The additional skyline elements would be noticeable but due to the distance they would not be dominant within the view and the degree of change would remain Medium.

The proposed development would relate well to the other schemes, creating a stepping massing, increasing in height to the south which would together reinforce the location of the station, enhancing legibility.

There would be a **Moderate Beneficial** cumulative visual effect.



Extract from Viewpoint Location Plan



Image details	
Visualisation type	Type 4 AVR Level 2
Camera/ Sensor/ Lens	Canon 5Dsr / Canon TS-E f2.8 L
Date and Time	28/09/22 - 09.07
Grid Co-ordinates	535038E, 190506N
Direction of View	SW
Horizontal Field of View	50mm
Ground level	10.64m AOD
Camera height	1.6m
Enlargement	96% @ A1

View 12: Existing



View 11: Proposed



View 12: Cumulative



View 13: Down Lane Park

Baseline description

Existing visibility of Site

The existing Site is not visible from this location.

Key elements in view

View across park with mown grass crossed by paths and surrounded by trees with the tall buildings around Tottenham Hale beyond. Although a historic area of open space it has a robust and finctional character.

Sensitivity

Receptors

People within Down Lane Park

Value of view

There is some limited local amenity value associated with the area of open space and the emerging new buildings are of good architectural quality. The view has a Medium value.

Susceptibility

People in this location may have some focus on visual amenity and have Medium susceptibility to change.

Sensitivity

The sensitivity of receptors in this location to change is Medium.

Visual effect

The proposed development would introduce a new tall element to the existing cluster. It would be a noticeable addition to the grouping of buildings seen across the park.

There would be a Medium change to the view.

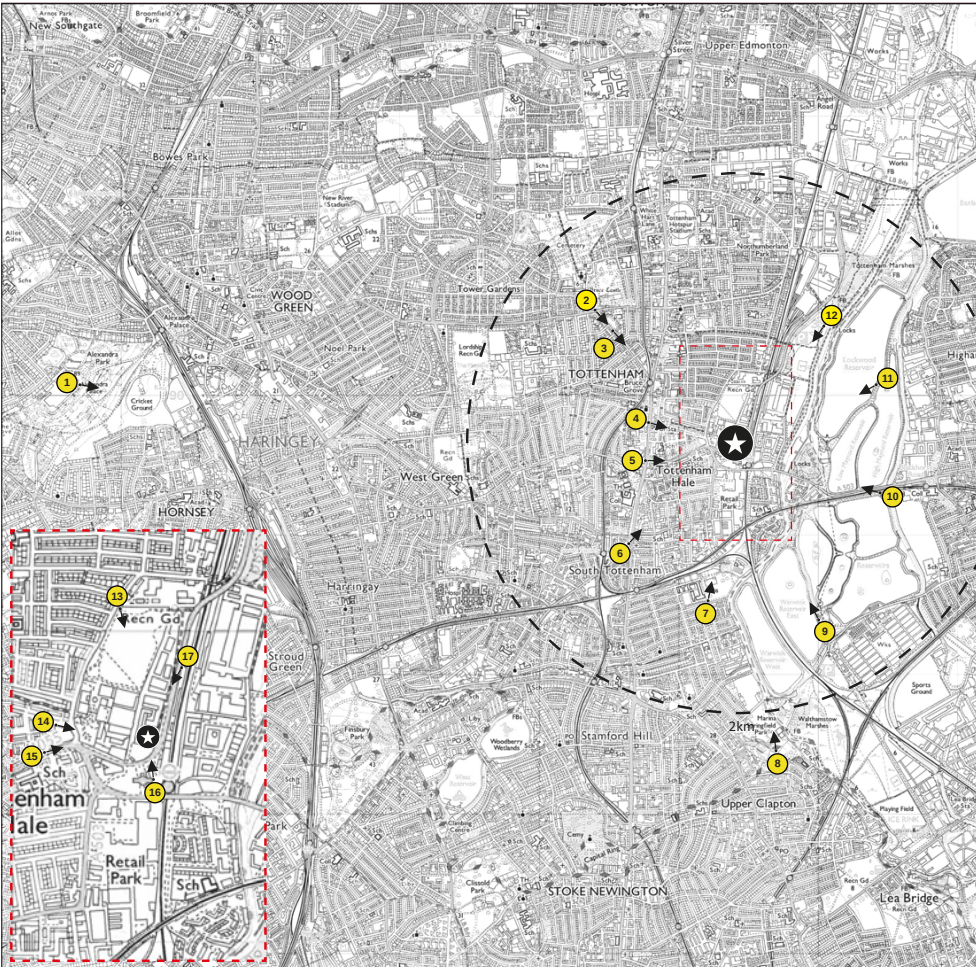
The proposed development would reinforce the legibility of Tottenham Hale station and also mark Berol Square and the green link. The stepped form, variation in materials and strong vertical emphasis would create an elegant profile. The material and architectural quality would be evident from this location.

There would be a **Moderate Beneficial** visual effect.

Cumulative effect

The cumulative schemes would add a further layer of tall buildings to the cluster. Together the buildings would mark the location of Tottenham Hale, reinforcing legibility. The individual elements have an attractive stepping form, are sufficiently separated and would have a varied but coherent appearance.

There would continue to be a Medium change to the view and a **Moderate Beneficial** cumulative visual effect.



Extract from Viewpoint Location Plan



Image details	
Visualisation type	Type 4 AVR Level 2
Camera/ Sensor/ Lens	Canon 5Dsr / Canon TS-E f3.5 L mk2
Date and Time	12/09/22 - 16.03
Grid Co-ordinates	534346E, 190075N
Direction of View	S
Horizontal Field of View	24mm
Ground level	8.62m AOD
Camera height	1.6m
Enlargement	96% @ A1

View 13: Existing



View 13: Proposed



View 13: Cumulative



View 14: Chesnut Road towards Park View Road

Baseline description

Existing visibility of Site

The existing Site and buildings are not visible from this location.

Key elements in view

General townscape view comprising unremarkable 20th century flats, new apartments under construction and fragments of early 20th century buildings.

Sensitivity

Receptors

Primarily pedestrians and cyclists along Chesnut Road.

Value of view

The route forms part of a key pedestrian link from Tottenham High Road to the station but is not within a conservation area and there are no listed buildings. The view is of no particular townscape merit and is of Low value.

Susceptibility

Pedestrians and cyclists would be the main receptors and may have some awareness of visual amenity. They have Medium susceptibility to change.

Sensitivity

The value of the view limits the sensitivity of receptors to change. They have Low sensitivity to change.

Visual effect

The proposed development would be a noticeable new addition on the skyline terminating the view along Chesnut Road. There would be a Medium degree of change to the view.

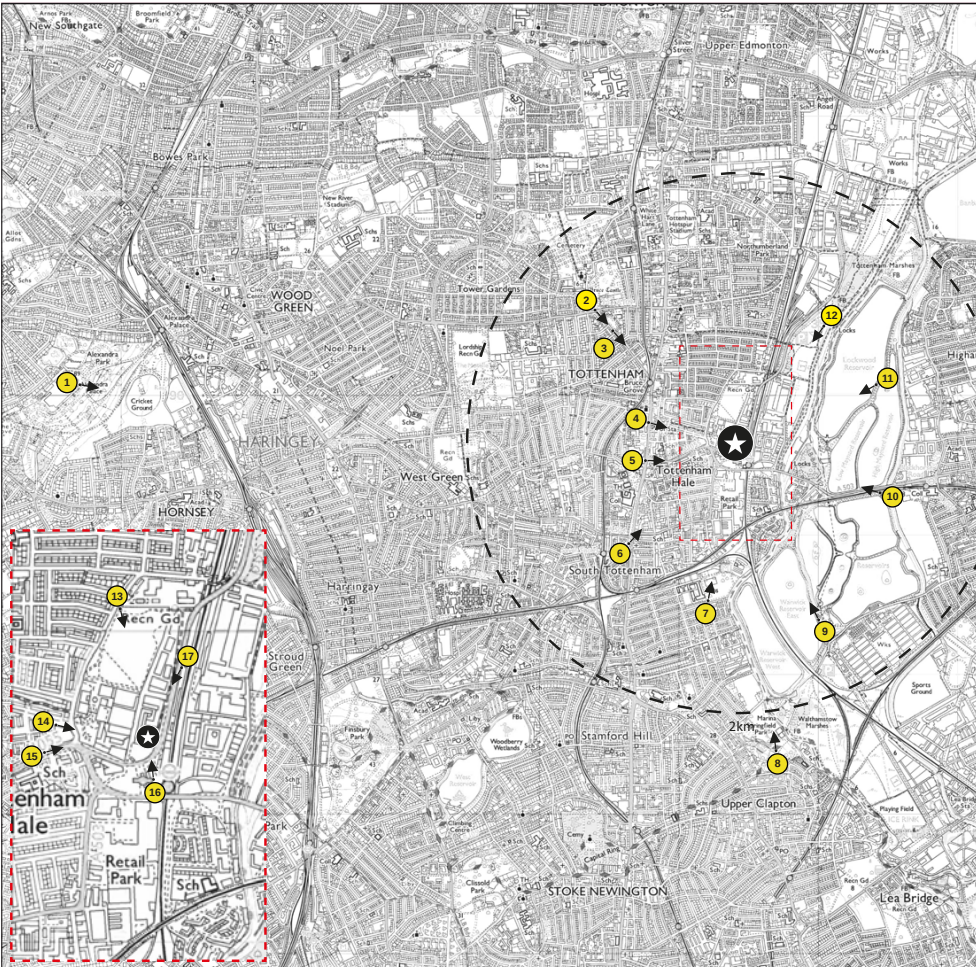
The stepping form, articulation of the elevations and varying materials would all be clearly seen from this position, providing variety and visual interest and breaking down the mass of the building. It would act as a marker for Berol Square and the route, the future bridge link and the route through to the station. The building would be seen in a varied urban context including apartment buildings. Although taller than the buildings seen along the street it would enhance legibility and would not be out of keeping with the varied residential context.

There would be a **Minor Beneficial** visual effect.

Cumulative effect

The cumulative schemes would be almost entirely screened by foreground buildings and would not add to the visual effect of the proposed development.

There would be a **Minor Beneficial** visual effect.



Extract from Viewpoint Location Plan



Image details	
Visualisation type	Type 4 AVR Level 2
Camera/ Sensor/ Lens	Canon 5Dsr / Canon TS-E f3.5 L mk2
Date and Time	16/09/22 - 15.57
Grid Co-ordinates	534116E, 189707N
Direction of View	E
Horizontal Field of View	24mm
Ground level	8.24m AOD
Camera height	1.6m
Enlargement	96% @ A1

View 14: Existing



View 14: Proposed



View 14: Cumulative



View 15: Monument Way towards Park View Road

Baseline description

Existing visibility of Site

There is currently no view of the Site from this location.

Key elements in view

The view along a four lane road enclosed by street trees with buildings in Tottenham Hale, including some under construction beyond. There are a variety of brick apartment buildings of varying heights with parapet roofs.

Sensitivity

Receptors

Pedestrians, cyclists and motorists on Monument Way.

Value of view

A relatively unremarkable urban townscape view along a busy main on the approach to Tottenham Hale. The new buildings are of good quality and have a coherent appearance with construction ongoing.

The view is of Low value.

Susceptibility

Receptors in this location would be focussed on their journey and have Low susceptibility to change.

Sensitivity

Receptors in this location have Low sensitivity to change.

Visual effect

The proposed development at 2 Berol Yard would be seen in conjunction with existing buildings. It would be a noticeable new addition to the skyline.

There would be a Medium degree of change to the view.

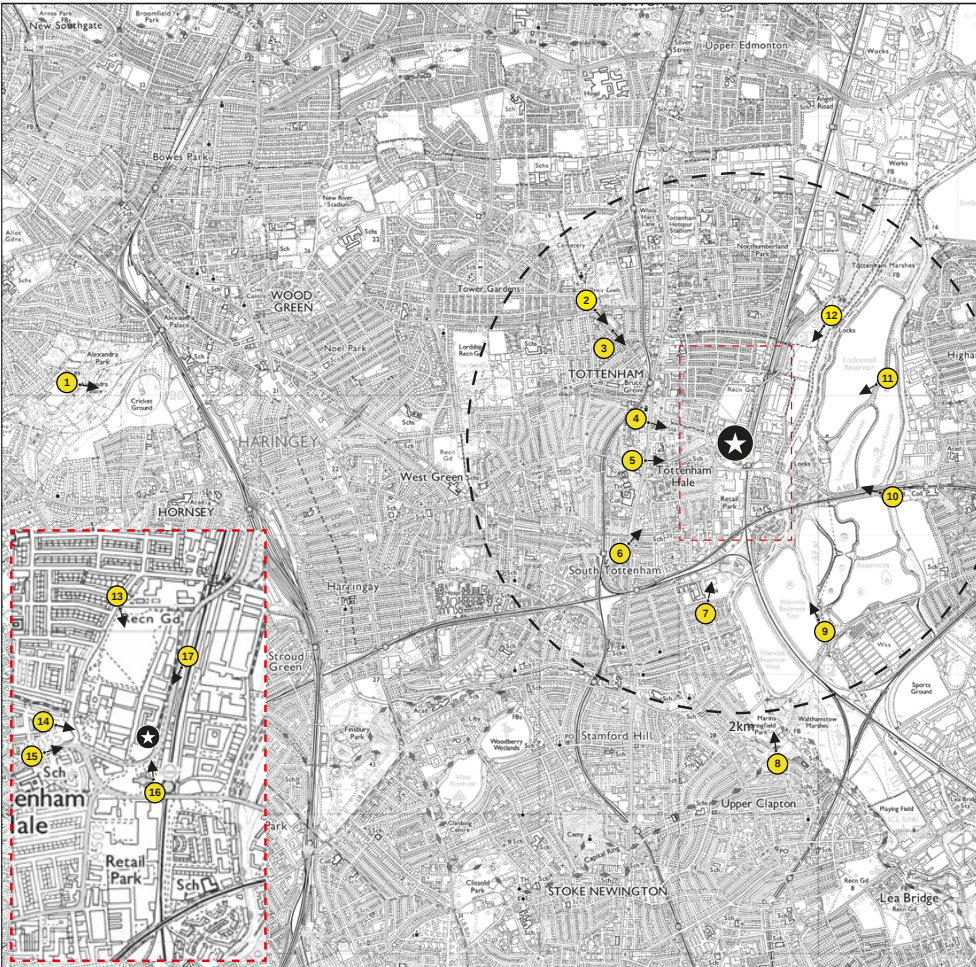
The 2 Berol Yard building would step up from the apartment buildings at 1 Ashley Road creating an attractive composition. The stepping form of the building, quality of materials and the architectural treatment would be clearly seen from this location and make it a distinctive and interesting element within the existing townscape. It would reinforce the legibility of Tottenham Hale station, Berol Square and the Green link.

There would be a **Minor Beneficial** visual effect.

Cumulative effect

The cumulative schemes would add to the cluster of tall buildings at Tottenham Hale and reinforce legibility. Millstream Tower would be a taller element forming a gateway with other tall buildings.

There would continue to be a Medium degree of change to the view and a **Minor Beneficial** cumulative visual effect.



Extract from Viewpoint Location Plan

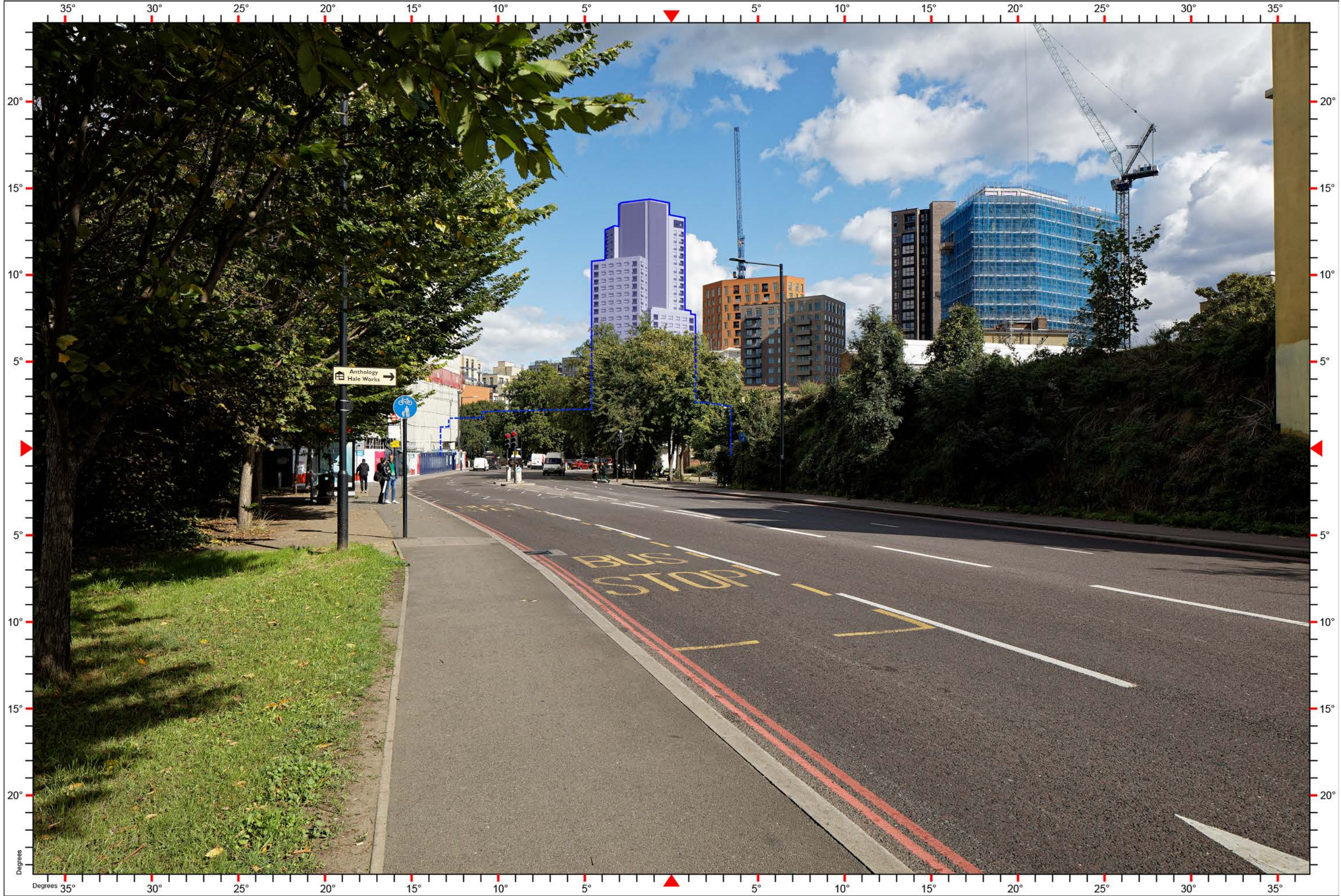


Image details	
Visualisation type	Type 4 AVR Level 2
Camera/ Sensor/ Lens	Canon 5Dsr / Canon TS-E f3.5 L mk2
Date and Time	16/09/22 - 14.25
Grid Co-ordinates	534067E, 189593N
Direction of View	E
Horizontal Field of View	24mm
Ground level	9.49m AOD
Camera height	1.6m
Enlargement	96% @ A1

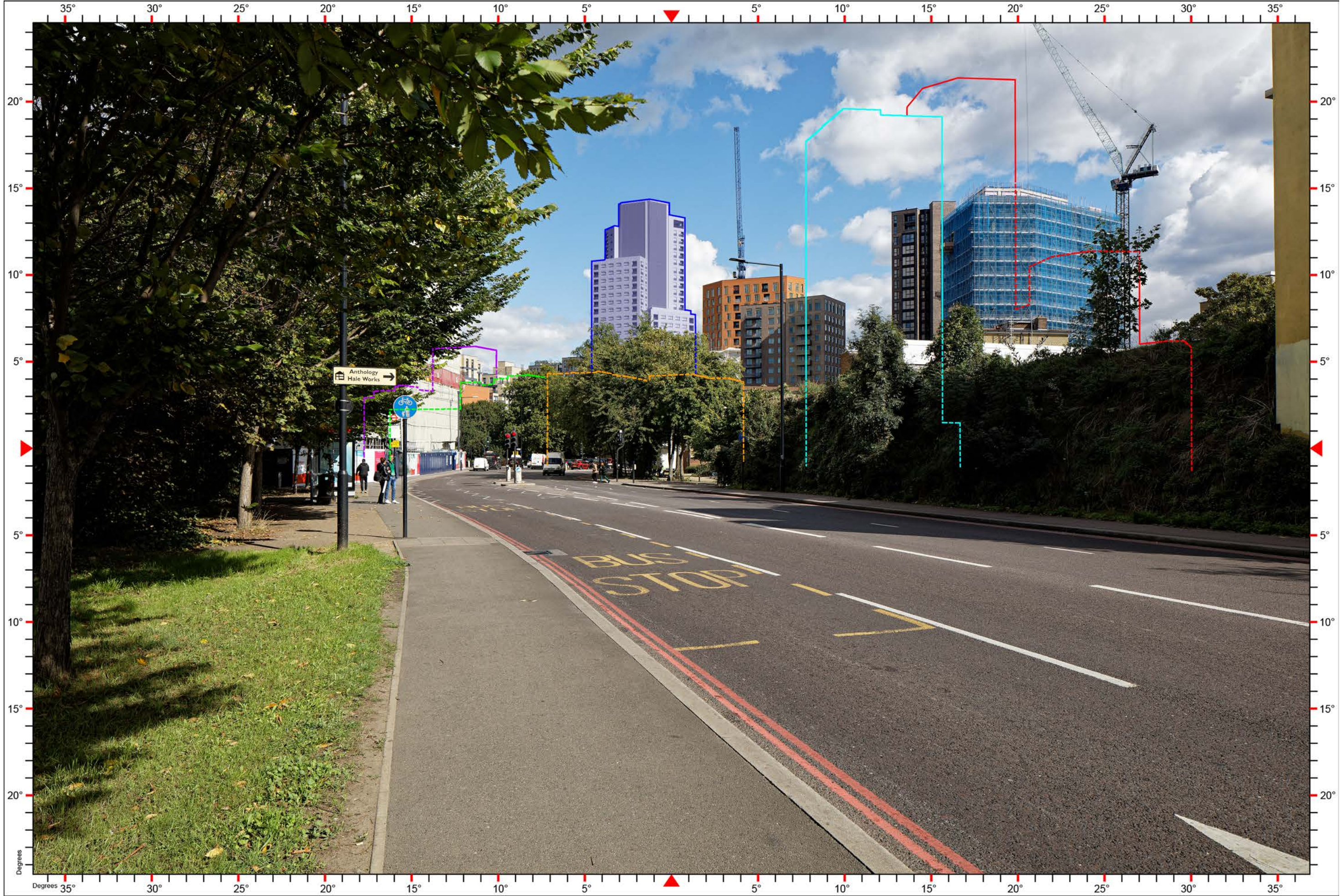
View 15: Existing



View 15: Proposed



View 15: Cumulative



View 16: Tottenham Hale Station

Baseline description

Existing Visibility of Site

The Site frontage to Watermead Way can be seen from Tottenham Hale station.

Key elements in view

View across pedestrianised area on station frontage between station building and sculptural bus stands and occasional street trees to existing and emerging apartment buildings under construction including The Gessner and buildings at One Ashley Road.

Sensitivity

Receptors

People using Tottenham Hale station

Value of view

The public realm is of good quality and the emerging developments of good quality design and varied materials but is currently incomplete. It has a Low townscape value but this is likely to increase to Medium following construction.

Susceptibility

People in this location are mainly focussed on their journey and have Low susceptibility to change

Sensitivity

People in this location have Low sensitivity to change.

Visual effect

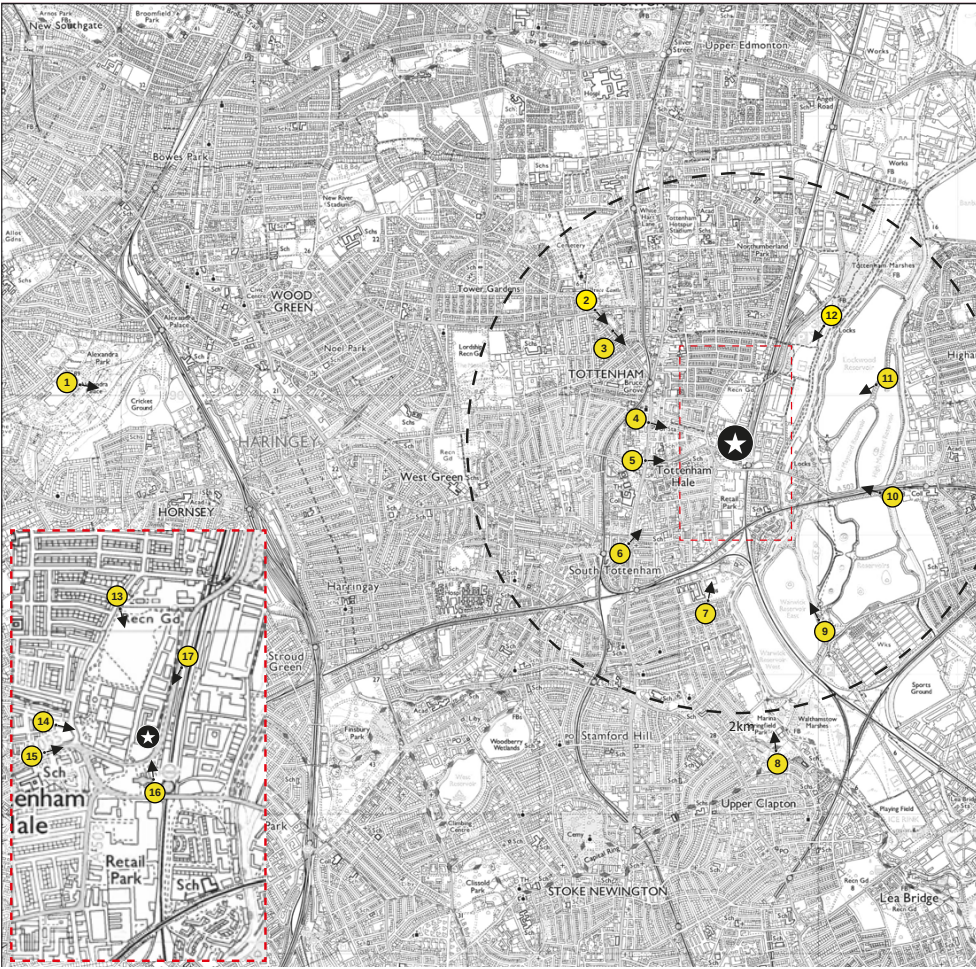
The proposed development would be seen along Watermead Way, rising above existing buildings in the foreground. There would be a High degree of change to the view.

The lower block in green brick is proposed to be oriented to face the link to the south of the Site. The stepping forms varied brickwork and variation in articulation and detailing would be seen. The building would be of good quality materials and of good architectural quality, with the inset balconies, brick detailing and sun shading clearly seen. It would act as a distinctive marker for the link and Berol Square in the local townscape and would add to the visual interest of the existing grouping of buildings.

There would be a **Moderate Beneficial** visual effect.

Cumulative effect

The cumulative schemes would marginally increase the extent of taller building forms seen along the Watermead Way it would not increase the degree of change to the view. There would be a **Moderate Beneficial** cumulative visual effect.



Extract from Viewpoint Location Plan



Image details	
Visualisation type	Type 4 AVR Level 2
Camera/ Sensor/ Lens	Canon 5Dsr / Canon TS-E f3.5 L mk2
Date and Time	16/09/22 - 09.28
Grid Co-ordinates	534446E, 198481N
Direction of View	N
Horizontal Field of View	24mm
Ground level	10.56m AOD
Camera height	1.6m
Enlargement	96% @ A1

View 16: Existing



View 16: Proposed



View 16: Cumulative



View 17: Watermead Way

Baseline description

Existing visibility of Site

The Site frontage to Watermead Way can just be seen from this location.

Key elements in view

Urban scene along busy main road approaching Tottenham Hale. There are a group of tall buildings on the skyline including Hale Village, The Gessner and One Ashley Road with other developments under construction. The road is defined by an engineering brick wall to one side and a conifer hedge and railings to the other.

Sensitivity

Receptors

Pedestrians, cyclists and motorists along Watermead Way

Value of view

Typical urban townscape including a number of detracting elements (portacabins/ advertising hoarding) and with some buildings still under construction.

The view has a Low value

Susceptibility

People in this location will be focussed on their journey rather than visual amenity and have Low susceptibility to change.

Sensitivity

The sensitivity of receptors in this location is Low.

Visual effect

The proposed development would be seen on the skyline and would replace views of existing buildings at One Ashley Road. The lower floors would be partly screened by The Gessner building. It would be a prominent addition to the townscape.

There would be a High degree of change to the view.

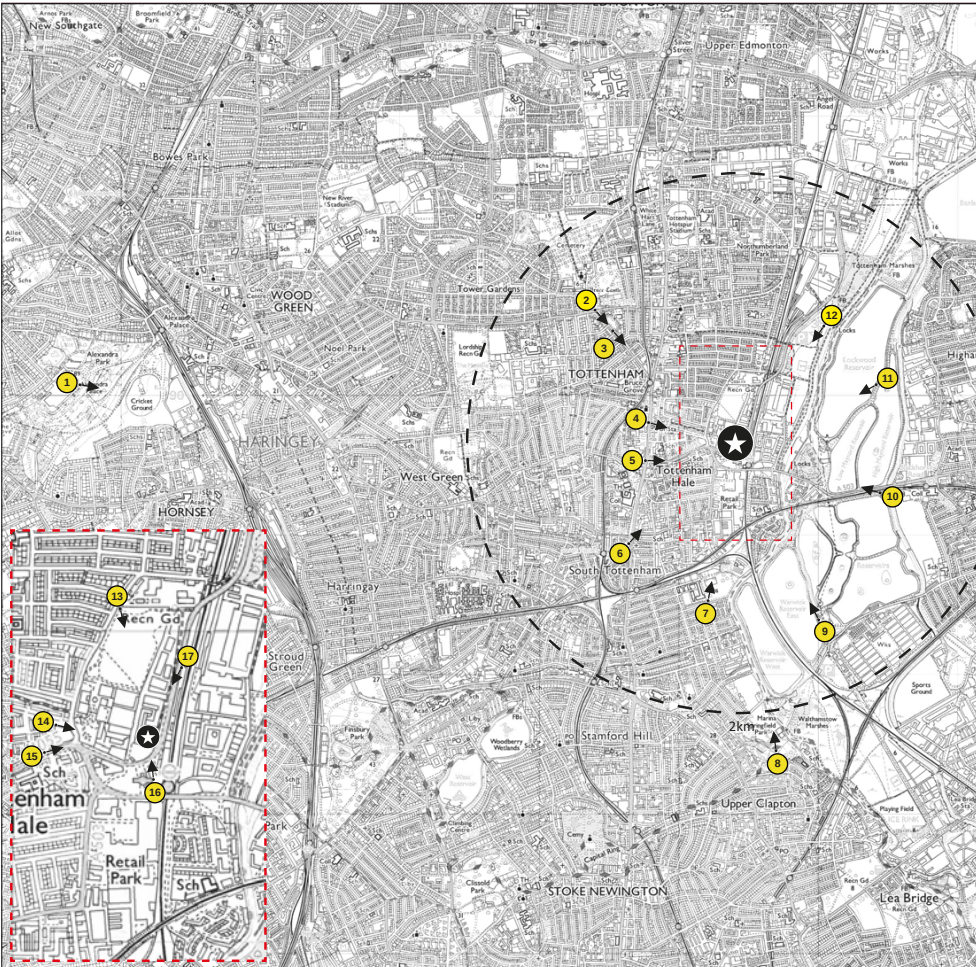
The lower block in green brick would be seen marking the link to the south. The stepping forms varied brickwork and variation in articulation and detailing would be seen. The architectural quality of the building would be seen including the good quality materials, variation in architectural treatment and detailing including inset balconies, brick detailing and sun shading. It would act as a distinctive marker for the link and Berol Square in the local townscape and would add to the visual interest of the existing grouping of buildings.

There would be a **Moderate Beneficial** visual effect

Cumulative effect

The Cannon Factory scheme in the foreground would screen the majority of the proposed development. There would be a comfortable stepping up with the proposed development marking the location of the station, Berol Square and the link to the south.

There would continue to be a High degree of change and a **Moderate Beneficial** cumulative visual effect, albeit that the main visual effect would arise from the foreground building.



Extract from Viewpoint Location Plan



Image details	
Visualisation type	Type 4 AVR Level 2
Camera/ Sensor/ Lens	Canon 5Dsr / Canon TS-E f3.5 L mk2
Date and Time	16/09/22 - 09.02
Grid Co-ordinates	534545E, 189897N
Direction of View	S
Horizontal Field of View	24mm
Ground level	12.13m AOD
Camera height	1.6m
Enlargement	96% @ A1

View 17: Existing



View 17: Proposed



View 17: Cumulative



Summary of visual effects

- 5.10

The assessment has considered the effects on 17 representative views as summarised in Table 5.1. It is representative of the main visual receptors in the surrounding area. It found that there would be views of the proposed development in long views from open spaces on higher ground at Alexandra Palace and Springfield Park, from Markfield Park and from the open areas of wetlands and reservoirs in the Lea Valley. There would also be long views along Bruce Grove.
- 5.11

In long range views the tower of 2 Berol Yard would be seen in conjunction with existing tall buildings at Tottenham Hale. There would generally be Minor or Moderate Beneficial visual effects as a result of the improvements to the legibility of Tottenham Hale within the wider urban landscape. Along Bruce Grove, there would be Neutral visual effects where taller buildings are characteristic of the wider townscape but where the proposed development would be seen in the context of historic townscape elements in the foreground.
- 5.12

In the long range views the proposals would have an attractive slender profile, distinctive stepping form and varied materials. It would relate well to other tall and mid-rise elements in the townscape and would reinforce the location of Tottenham Hale station, surrounding regeneration area and proposed future pedestrian footbridge. In conjunction with the surrounding cumulative schemes it would create a coherent cluster of tall buildings and a clear focal point in the townscape.
- 5.13

In medium range views from the surrounding urban area, there are views along streets aligned with the proposed development and from urban open spaces such as Down Lane Park. There would be a range of Minor and Moderate Beneficial effects where the introduction of taller buildings would enhance the legibility of the area and Neutral effects where the general character of the view would remain the same. Where seen, the articulation of the built form, definition of the core and high quality of the materials would be clearly seen.
- 5.14

In local views along Watermead Way and from the station, the proposed development would be a positive addition to the frontage to Watermead

Way, providing well proportioned frontages that define the frontage and entrance to the Ashley Link. The use of green brickwork on the lower block would further add to the distinctiveness of this element and contribute to local wayfinding.

- 5.15

Overall it is considered that the visual effects of the proposed development would be acceptable. It would generally be a positive element in the wider urban scene and would not harm the visual amenities of people in the surrounding area.

Table 5.2: Summary of visual effects

Ref	Location	Sensitivity	Degree of Change	Visual Effect	Cumulative Degree of change	Cumulative visual effect
1	Alexandra Palace	High	Low	Minor Beneficial	Low	Minor Beneficial
2	Bruce Grove/Lordship Lane junction	Low to Medium	Medium	Neutral	Medium	Neutral
3	Bruce Grove	Low to Medium	Very Low	Negligible	Medium	Neutral
4	High Road/Chesnut Road junction	Low to Medium	Medium	Minor to Moderate Beneficial	Medium	Minor to Moderate Beneficial
5	High Road/Monument Way junction	Low to Medium	Low to Medium	Neutral	Low to Medium	Neutral
6	High Road/Broad Lane junction	Low to Medium	Nil (s)/ Low (w)	Neutral	Very Low	Neutral
7	Markfield Park	Low to Medium	Very Low (s)/ Low (w)	Negligible to Minor Beneficial	Medium	Minor to Moderate Beneficial
8	Springfield Park	Medium	Medium	Moderate Beneficial	Medium	Moderate Beneficial
9	East Warwick Reservoir	Medium	Medium	Moderate Beneficial	Medium	Moderate Beneficial
10	Forest Road	Low to Medium	Low	Minor Beneficial	Medium	Minor to Moderate Beneficial
11	Lockwood Reservoir	Medium	Medium	Moderate Beneficial	Medium	Moderate Beneficial
12	Tottenham Marshes	Medium	Medium	Moderate Beneficial	Medium	Moderate Beneficial
13	Down Lane Park	Medium	Medium	Moderate Beneficial	Medium	Moderate Beneficial
14	Chesnut Road towards Park View Road	Low	Medium	Minor Beneficial	Medium	Minor Beneficial
15	Monument Way towards Park View Road	Low	Medium	Minor Beneficial	Medium	Minor Beneficial
16	Tottenham Hale Station entrance	Low	High	Moderate Beneficial	High	Moderate Beneficial
17	Watermead Way	Low	High	Moderate Beneficial	High	Moderate Beneficial

6.0 Summary and conclusion

6.1 This TVA has been prepared to consider the townscape and visual effects arising from the application scheme. The report has been informed by the relevant planning context, best practice guidance, analysis of townscape character and heritage designations relevant to the consideration of townscape and visual matters.

Townscape effects

- 6.2 The Site includes a historic pencil factory – Berol House - that contributes positively to the local townscape and has Medium sensitivity to change. The proposed development would successfully retain and incorporate the building within a residential-led mixed use scheme. A new connection through the centre would improve the permeability of the existing block and link to a new network of pedestrian routes and attractive areas of public realm. These would tie into connections to the wider area including the Ashley Link and a proposed future pedestrian footbridge. The development would provide active frontages to Ashley Road and high quality new pedestrian areas with a mix of retail, community and commercial uses as well as the entrances to the flats above. The residential and commercial uses would contribute to the vitality of the surrounding public realm. Berol House would be enhanced through sympathetic refurbishment and the roof level extension. 2 Berol Yard has been carefully designed in its form, massing, details and materials to create a distinctive and high quality new addition to the townscape that would help to define positively define the new streets and spaces. The assessment has found that the proposed development would have a Major Beneficial effect on the Site itself and would retain and enhance a positive townscape receptor.
- 6.3 The Site is located within the Tottenham Hale East Townscape Character Area (TCA1), an area of predominantly commercial, retail and industrial development to the west of Tottenham Marshes and the Lea Valley with an emerging cluster of more intensive mixed use development including residential uses within tall buildings around Tottenham Hale Station. It has low sensitivity to change.
- 6.4 There would be a range of beneficial changes to the townscape character of the surrounding area. The most noticeable changes would be within TCA1:

Tottenham Hale East where the development is located. There would be a Moderate Beneficial effect as a result of a range of improvements to the permeability, legibility and public realm of the Site and the way it connects to the wider area. The refurbished Berol House and proposed 2 Berol Yard buildings are both well designed and would reinforce local character and identity. They would be attractive and distinctive elements that would play a positive role in the local and wider townscape.

- 6.5 The 2 Berol Yard building would help to provide orientation and wayfinding to Tottenham Hale Station as well as marking Ashley Link, Berol Square and the future bridge link in views from the local and wider area. It would be seen in conjunction with the emerging townscape around Tottenham Hale, forming part of a cluster of tall buildings that frame the station and reflect the importance of the location in the spatial hierarchy of the wider area.
- 6.6 The proposed development in combination with existing buildings and consented schemes would create a coherent townscape reflecting the mix of uses and accessible location. The stepping and slender built form and varied materials of 2 Berol Yard would complement existing and proposed buildings within the cluster reflecting the ‘wave’ form envisaged by the THDCF. There would be Minor Beneficial townscape effect on TCA2 to the south, TCA3 Park View Road to the west and TCA4 Tottenham Marshes to the east as a result of the improved legibility of Tottenham Hale. There would be a Negligible effect on the High Road/ Bruce Grove TCA where there would be relatively limited intervisibility with the proposed development.

Visual effects

- 6.7 A total of 17 representative views have been considered in the visual assessment which are representative of the views of a variety of receptor groups within the public realm in the surrounding area and cover a range of distances.
- 6.8 The assessment found that the visual effects of the proposed development would be acceptable. It would generally form a positive addition to the wider urban scene and would not harm the visual amenities of people in the surrounding area.

- 6.9 In local views along Watermead Way and from the station, the proposed development would be a positive addition to the frontage to Watermead Way, providing well proportioned frontages that define the frontage and entrance to the Ashley Link. The use of green brickwork on the lower block would further add to the distinctiveness of this element and contribute to local wayfinding. There would be Moderate Beneficial visual effects.
- 6.10 In medium range views from the surrounding urban area, along streets aligned with the proposed development and from urban open spaces such as Down Lane Park. There would be a range of Minor and Moderate Beneficial effects where the introduction of taller buildings would enhance the legibility of the area. There would be Neutral effects from High Road at the junctions of Monument Way and Broad Lane where the general character of the view in winter would remain the same. Where seen, the articulation of the built form, definition of the core and high quality of the materials would be clearly seen.
- 6.11 In long range views, the top of 2 Berol Yard would be seen in conjunction with existing tall buildings at Tottenham Hale. There would generally be Minor or Moderate Beneficial visual effects as a result of the improvements to the legibility of Tottenham Hale within the wider urban landscape. Along Bruce Grove, there would be Neutral visual effects where taller buildings are characteristic of the wider townscape but where the proposed development would be seen in the context of historic townscape elements in the foreground.
- 6.12 The proposals would have an attractive slender profile, distinctive stepping form and varied materials. It would relate well to other tall and mid-rise elements in the townscape and would reinforce the location of Tottenham Hale station, surrounding regeneration area and proposed future pedestrian footbridge.
- 6.13 In conjunction with the surrounding cumulative schemes it would create a coherent cluster of tall buildings and a clear focal point in the townscape. The nature of change arising from the proposed development in combination with the cumulative schemes would generally be of the same order with only a few locations increasing the extent of development seen. Corresponding cumulative visual effects would also be similar other than from Forest Road, from Markfield Park and along Bruce Grove.

Compliance with Policy

- Is the Site in a location where change or increased densities are encouraged? Is it in a location that is appropriate for tall buildings in principle? Would it affect any strategic or local views? (HSLP Policies SP1, BH2, DM6, TH5, TH6, AAP6; NPPF Paragraphs 124 and 130),**
- 6.14 Yes. The Site is located in an area being promoted for redevelopment and growth in the Local Plan. It is a Tall Building Growth Area (BH2 Tottenham Hale, AAP6) and Growth Area (SP1, DM6). A tall building is acceptable in principle in this location. The Site is in a highly accessible location by public transport, on the edge of the district centre and close to a range of shops and other services.
- 6.15 The strategic view from Alexandra Palace is oriented in a different direction and there is no effect on that strategic viewing corridor. The Site does not fall within any of the significant local view corridors identified in Policy DM5.
- Are proposals sympathetic to local character and history or within an area of poor character? Is the development harmonious and well-integrated with its context including surrounding built development and the landscape setting? Has regard been given to factors including topography, existing building layout, form, scale, grain, routes, building lines, appearance, details and materials, views and uses? Would it contribute to local distinctiveness or create a positive new identity? (HSLP Policies SP11, DM1, AAP6; LP Policies D4, D8 and D9; NPPF Paragraph 124, 130; NDG),**
- 6.16 The proposals retain, refurbish and sensitively extend Berol House and successfully integrate the retained building into the scheme. They relate well to the proposals in the wider Ashley Road masterplan area and emerging taller built form and associated public realm.
- 6.17 The analysis of existing townscape character and assessment of effects has had regard to a range of relevant factors and found that there would be a mix of moderate and minor beneficial townscape effects. The historic townscape of the High Road and Bruce Grove is well-separated from the Site by buildings within the existing urban area and there would be a negligible townscape effect on this area.

6.18 The stepping forms of 2 Berol Yard have been designed to relate to the surrounding townscape. The six storey element relates to the lower building to the south of Ashley Link, stepping up to 18 storeys at Berol Square to tie in with the taller elements of the One Ashley Road scheme and to address Berol Square. The tallest element is set in from Berol Walk and angled away from The Gessner to reduce the effect on adjacent buildings and street spaces. The taller element (30-31 storeys overall) ties in with other tall buildings around Tottenham Hale including Millstream Tower within the Ferry Island scheme (38 storeys) and the Hale Works tower at Hale Village. It helps to mark both the station and Ashley Link together with the future pedestrian footbridge to Hale Village. The materials used for the facades of the different elements is intended to address to orientation and outlook of that element.

6.19 The proposed development would contribute to local distinctiveness through the sensitive incorporation of the extended Berol House into the scheme and the construction of 2 Berol Yard and surrounding public realm that would help to reinforce the emerging sense of place and new identity of Tottenham Hale, with high quality public realm and a group of tall and mid-rise residential buildings and mixed retail and commercial uses associated with the emerging district centre.

Do the proposals result in a well-defined public realm and high-quality place that is attractive, safe and functions well? Is it legible with recognisable streets and spaces and do buildings positively define streets? Have existing trees and natural features been retained and street trees introduced where possible? Has landscaping and planting been integrated into the development? (HSLP Policies SP11, DM1; LP Policies D8; NPPF Paragraphs 130 and 131, NDG),

6.20 The spaces between the buildings would provide attractive new areas of public realm including a north-south pedestrian route lined with trees (Berol Walk) that would connect with an east-west route (Ashley Link) at a new area of public space (Berol Square). These areas together with the frontage to Ashley Road and Watermead Way would be addressed by active frontages of retail and commercial uses and pedestrian entrances, and would be enlivened and overlooked by the residential uses on the upper floors.

6.21 The buildings would define the street frontages with the podium and set backs above the base to provide a comfortable sense of enclosure.

6.22 Planting, including tree planting, is proposed within the public realm. Additional planting and amenity space for residents is integrated within podium and roof level gardens Seating has been incorporated to encourage people to dwell within Berol Square. The design has allowed for events and seating outside cafes to create an attractive and well-used focus for the development. Seating and public art influenced by the former use of Berol House is proposed and would reinforce the sense of place and distinctive identity. The lighting strategy has also considered the potential for feature lighting within the public realm that would further reinforce the sense of place.

Would the visual impact of the scheme be acceptable over long, medium and immediate ranges having regard to pedestrian scale and the street environment, with regards to the elegance, form and proportions and the design of the top of the building? Would it reinforce spatial hierarchy, legibility and wayfinding, drawing attention to an area of civic importance or transport interchange and relate well to other tall buildings? (HSLP Policy DM6; LP Policy D9),

6.23 The visual assessment has considered the visual impact of the proposed development over a range of distances and has found that in long range views the 2 Berol Yard Building would have a distinctive elegant stepping form that would reinforce the emerging role of Tottenham Hale as a district centre and public transport hub within spatial hierarchy of the area. It would improve the legibility of Tottenham Hale and wayfinding in the local and wider area and would be an attractive addition to the skyline. It would related well to existing and proposed tall and mid-rise buildings in the surrounding area fitting in with the concept of a ‘wave’ identified in the THDCF.

6.24 Over medium distances, the architectural design and visual interest of the 2 Berol Yard building would be appreciated. in particular the modelling created by the inset balconies, the fragmented form of the building, the variation in brickwork colour, the distinctive articulation of the core and the loggia details at the upper levels.

6.25 In more local views, the base of the 2 Berol Yard building is defined by a clear base, and a variety of uses and active frontages. The green colour of the brickwork and the projecting form of the six storey element would also act as a local landmark for the Ashley Link and add visual interest to the local area.

6.26 There visual effects of the proposed development would be acceptable.

Is the proposal of the highest standard of architectural and urban design quality? Is the scheme attractive with effective landscaping? Has consideration been given to the relevant requirements of local and/or national design guidance? (LP Policies D3 D4, D9; NPPF Paragraphs 126, 130 and 134), and

6.27 The schemes for Berol House, 2 Berol Yard and associated public realm are of excellent architectural and urban design quality. Careful consideration has been given to the overall design concept, its expression at a range of scales including immediate relationships to the public realm and other buildings as well as its role within the wider townscape. The scheme has evolved through an iterative design process (as set out in the DAS).

6.28 The public realm would be an attractive and well designed space that helps to link and provide an attractive and well-used focus for the area. The development would deliver the Ashley Link as envisaged in the TAAP and facilitate future delivery of the bridge link.Berol House would be retained and integrated and employment uses provided along Ashley Road as anticipated in TH6. The transition to areas to the north is facilitated by The Gessner and by Berol House together with the stepping character of the 2 Berol Yard building.

6.29 Guidance on the relevant characteristics of well designed buildings and places as set out within the NDG has been followed. In summary, the design has considered the surrounding context and the proposed development would be an attractive and appropriate addition. It would reinforce and help to define an coherent sense of identity and local distinctiveness that references the historic uses in the area as well as the aspirations for sustainable regeneration. The tall built form is appropriate to the location close to public transport and district

centre, relates well to surrounding buildings and would contribute to legibility and wayfinding in concert with other buildings within the centre. The form, proportions and variation materials would create an positive skyline element that would relate well to other tall buildings. The proposed development would improve permeability through the creation of new north south and east west pedestrian routes through the Site that would be addressed by active frontages. These would connect to public open spaces within the wider area. These would be attractive and well designed public spaces integrating new street trees and planting as well as seating. The aspiration for Berol Square is to accommodate a variety of activities that will support social interaction. The wider development also accommodates a mix of uses that are appropriate for the edge of district centre location in townscape terms. Further details on the functional suitability of the proposed development, its use of resources and lifespan are provided in the Planning Statement and other documents.

Does the proposal optimise the use of land having followed a design led approach? (LP Policy D3; NPPF Paragraph 119, 120 and 130).

6.30 Yes. The proposed development has optimised the use of previously developed land in an urban area having regard to the form and layout of the proposals through a design led approach.

Conclusion

6.31 Overall it is considered that the scheme complies with the planning policy context and is acceptable in townscape and visual terms.

Appendix 1

Methodology statement

Appendix 1 Methodology statement

Townscape and Visual Appraisal

The methodology is in conformity with the approach set out in the *Guidelines for Landscape and Visual Impact Assessment* prepared by the Landscape Institute and Institute of Environmental Management and Assessment, 2013 (GLVIA3). The guidance in the Landscape Institute's updated Technical Guidance Note (06/19) Visual Representation of Development Proposals and Townscape Character Assessment Technical Information Note 05/2017 Revised April 2018 has also been reviewed.

This study comprises separate but interrelated assessments: an assessment of the likely significant effects on the character and quality of the townscape and an assessment of the effect of development on views, viewers and their visual amenity.

Drawings prepared by Allies & Morrison have been used in combination with the Accurate Visual Representations (AVRs) to assess the change to the townscape character and identified views as a result of the proposed development.

Approach to Townscape Appraisal

Townscape is a product of the interaction between a range of physical characteristics (e.g. topography buildings and landscaping) and human activity (e.g. land use, human culture and history). The assessment of townscape effects requires the existing characteristics, quality and sensitivity of the application Site and the surrounding area to be defined to enable an evaluation of the effects of the proposed development on the townscape to be made.

For each character area identified, the key characteristics which give the area its distinct sense of place are set out. These are usually positive features but can also be negative in a degraded environment. Key positive characteristics are sensitive receptors that could be directly or indirectly affected by the development.

For townscape character areas, compatible with the National Design Guide/ PPG and GLVIA3 para 5.5 the following aspects of townscape character have been reviewed where relevant:

- The context and setting;
- Topography and relationship to built form;
- Historic evolution of the area;
- The urban grain – pattern and scale of streets, blocks, development plots and buildings;
- Land use and activity;
- Movement patterns;

- The scale, mass and form of buildings;
- Building style, details and use of materials including vernacular traditions; and
- The public realm including the role of open spaces, vegetation and water features.

The value of the townscape is established, having regard to any designations and the value of its component parts. It is noted that undesignated townscapes may also have value in their constituent elements and overall character. The existing townscape quality and value is categorised as high, medium, low or negligible/zero, based on the criteria in Table 1.

The susceptibility of the townscape receptors to accommodate change arising from the proposed development is based on factors such as rarity, robustness and consistency based on the criteria at Table 2.

The sensitivity of the townscape to accommodate change is categorised as being high, medium, low or negligible/nil by experienced assessors having regard to both to its “value” (table 1) and the susceptibility of the receptors to change (table 2).

The nature (or degree) of change to the townscape receptors (including heritage assets) that arises from the introduction of the development is then predicted, and is defined with reference to the criteria in Table 3.

The assessment considers, at a Site-wide and character area level the effects of proposals on elements of the townscape that contribute to its character and on the character areas as a whole.

The townscape effects are judged based on a combination of both the sensitivity of the townscape to change and the degree to which the proposed development will effect the townscape. Consideration is then given as to whether effects on receptors are adverse, neutral or beneficial in light of local/other relevant policy objectives. A balanced view is taken in cases where there are both positive and negative changes.

Visual Assessment Methodology

The assessment of a development's visual effects relates to the changes that will occur in views as a result of the development, viewers' responses to those changes and the effect the changes have on visual amenity.

The existing baseline situation has been recorded; establishing the components, character and amenity of the existing scene within each view.

The value of views is determined having regard to Table 4.

Analysis of the effects of the proposed development on those views has then been undertaken with reference to the application drawings, photographs of the existing situation, annotated photographs and AVRs.

Visual effects relate to changes in available views of the townscape and the effects of those changes on people. It considers:

- The effects (adverse, neutral or beneficial) due to proposed development upon representative views through intrusion or obstruction;
- The reactions and numbers of viewers who may be affected; and,
- The overall effects on visual amenity.
- The sensitivity of visual receptors (i.e. people at specific locations) to proposed change has been determined having regard to:
- The activity and expectations of the receptors – their susceptibility to change; and
- The importance or value of the view.

The criteria applied in assessing the susceptibility of visual receptors is set out in Table 5.

The sensitivity of receptors to change has been assessed as being high, medium, low or nil. This is based on the judgement of experienced assessors having regard to the susceptibility of the receptor to change and the value of the view/visual amenity.

The degree of the change to representative views which is introduced as a result of the development has been predicted using the visualisations together with the application plans. The assessment of the degree of change has had regard to the lens selection and the scale of change that would be seen on Site. The degree of change is categorised as nil/negligible, low, medium or high and are set out in Table 6, having regard to the scale of change to the views, their composition, the contrast/integration of features with the prevailing townscape, whether the view of development is clear, partial/filtered or glimpsed.

The effects on views and visual amenity is assessed on the basis of a series of representative views. This enables an assessment of the effects on a range of typical receptors in the surrounding area.

A judgement is made by experienced assessors on the visual effect at each of the representative view positions

having regard to the sensitivity (susceptibility to change and value) of the receptor, the degree of change that would be experienced and the qualitative nature of the change (i.e. whether overall it is beneficial, neutral or adverse). In some cases, whilst there may be changes to a view, where these are compatible with the context and will neither harm nor benefit the outlook they are assessed as being neutral.

It is recognised that whilst the description of the baseline, the identification of sensitive receptors and the prediction of the nature of the effects, can be objectively established, the sensitivity of receptors and the significance of the effect are essentially a qualitative judgement

Table 1: Classification of Townscape Value

Classification	Townscape Character
High	Visually coherent groups of well-designed/well-proportioned buildings, well related to streets, spaces and townscape elements, highly distinctive sense of place established over time, may be protected by heritage designation (e.g. conservation area or listing). Few detracting elements.
Medium	Relatively coherent grouping of buildings reasonably well-related to the public realm to create a good although not exceptional sense of place (may include locally listed buildings) - occasional buildings and spaces may lack quality and cohesion.
Low	Largely undistinguished area lacking sense of place and identity, poor spatial definition and generally limited visual interest. Area of emerging character as a result of large scale new development.
Very Low	Poor quality environment lacks cohesive form and structure significant potential for enhancement and very little or no visual interest. Area in a state of development or change in character.

Table 2: Classification of Townscape Receptors to Change

Classification	Susceptibility of Townscape Receptors to Change
High	Rare/ intact area or component of townscape (may be designated)
	Vulnerable to change - limited potential for change without effect on integrity of feature or area
	Notable aesthetic/ perceptual qualities or cultural associations that could be adversely affected
Medium	Townscape component or area may be sufficiently robust or frequent to accommodate some changes without affecting integrity
Low	Aesthetic/ perceptual qualities may be affected by detracting elements
	Robust or frequent component or robust area of townscape
	Integrity of townscape receptor would be maintained
Very Low	Not vulnerable to change
	No component within townscape that has any special quality/ interest

Table 3: Classification of Nature of Change to Townscape

Classification	Nature of Change to Townscape
High	Large change/addition to townscape over a wide area or loss/major alteration of key characteristic feature(s).
Medium	Moderate permanent changes in localised area, or partial loss/alterations of characteristic feature(s). Change may include the introduction of prominent new elements which are characteristic/appropriate to the existing townscape.
Low	Change to minor component, feature that is characteristic of the townscape. Introduction of elements which are in character with the existing townscape.
Very Low	Very minor loss or alteration to minor feature / characteristic or virtually imperceptible change in any components / No noticeable change. Maybe very short term or reversible.

Table 4: Classification of Value of View

Classification	Value of View
High	Protected view, viewpoint or panorama, designated vista, scene with considerable scenic or amenity value (may be protected by designations).
Medium	View/outlook with local scenic or amenity value.
Low	View/outlook with limited scenic/amenity value.
Very Low	View dominated by significant detracting elements. No residual scenic or aesthetic values.

Table 5: Susceptibility of Visual Receptors to Change

Classification	Susceptibility of Visual Receptors to Change
High	People within/using public open spaces whose focus is on amenity value People using public rights of way through highly valued townscape or using national/ regional/tourist routes People within the immediate setting of elements of national cultural heritage value who may be focused on visual amenity Residents with outlook from main aspect of residential property
Medium	People using open spaces whose appreciation of amenity is secondary to their activity People using public rights of way through townscape of moderate/low value whose main focus is on the journey/commute than its amenity Residents with compromised visual amenity/ limited outlook.
Low	People at work who are not focused on visual amenity Transient receptors such as motorists whose focus is on travelling

Table 6: Nature of Change to Visual Receptors

Classification	Nature of Change to Visual Receptors
High	Large change to the view. Development becomes the prominent feature in the scene introducing a major new component. Limited screening effects. Alternatively, existing development may be replaced by notably larger (more prominent) or notably smaller (less prominent) development.
Medium	The proposals are a visible and recognisable new element, moderately prominent within the scene. Possible screening of some, but not all elements. Alternatively, new development may replace existing buildings with larger (more prominent) or notably smaller (less prominent) development.
Low	The proposals would be a new, relatively small component in the overall view. Development may be seen at a distance in context of existing development and/or screening effects limit amount of new development in the view.
Very Low	May be substantive screening. Views over such a distance that barely distinguished from the general scene. Alternatively, development may replace existing development with buildings of the same or a similar scale. Overall, change to view imperceptible.

Appendix 2

Relevant planning policy

Appendix 2 Relevant planning policy

Statutory Development Plan

Haringey Local Plan Strategic Policies 2013-2026, March 2013, Consolidated with alterations 2017

SP1 Managing Growth – states that the Council will promote development in Growth Areas: including Tottenham Hale.

SP11 Design - states:

“All new development should enhance and enrich Haringey’s built environment and create places and buildings that are high quality, attractive, sustainable, safe and easy to use. To achieve this all development shall:

- Be of the highest standard of design that respects its local context and character and historic significance, to contribute to the creation and enhancement of Haringey’s sense of place and identity...
- ...Incorporate solutions to reduce crime and the fear of crime, such as promoting social inclusion; creating well-connected and high quality public realm that is easy and safe to use; and by applying the principles set out in ‘Secured by Design’ and Safer Places;
- Promote high quality landscaping on and off site, including improvements to existing streets and public spaces...
- ...Ensure buildings are designed to be flexible and adaptable – and able to integrate services and functions.
- Applications for tall buildings will be assessed against the following criteria:
 - ◊ an adopted Area Action Plan or existing adopted masterplan framework for the site and surrounding area;
 - ◊ assessment supporting tall buildings in a Characterisation Study which should be prepared as supporting evidence for all AAP areas;
 - ◊ compliance with the Development Management Policies criteria for Tall and Large Buildings siting and design....”

In relation to views, para 6.2.18-19 states:

- “In addition to the strategic view, there are also many local views within the borough. The Council will consider the impact of a scheme in terms of townscape, landscape and skyline, and will seek to ensure that development is compatible with such views in terms of setting, scale and massing. The

Council will resist proposals that we consider will cause harm to these views.

- The Council will seek to protect locally important views that contribute to the interest and character of the borough. These may include:
 - ◊ Views of and from large parks and open spaces, such as Alexandra Palace and Finsbury Park and other public parks on the Local Register of Historic Parks and Gardens;
 - ◊ Views into, within and from Conservation Areas; and
 - ◊ Views of listed and landmark buildings and monuments”

Development Management DPD, July 2017

Policy DM1: Delivering High Quality Design - Requires a high standard of design that contributes to the distinctive character and amenity of the local area. Design-led development proposals will be supported subject to criteria including:

- a. “Relate positively to neighbouring structures, new or old, to create a harmonious whole;
 - b. Make a positive contribution to a place, improving the character and quality of an area;
 - c. Confidently address feedback from local consultation...”
- Relate positively to their locality, having regard to:
- a. Building heights;
 - b. Form, scale & massing prevailing around the site;
 - c. Urban grain, and the framework of routes and spaces connecting locally and more widely;
 - d. Maintaining a sense of enclosure and, where appropriate, following existing building lines;
 - e. Rhythm of any neighbouring or local regular plot and building widths;
 - f. Active, lively frontages to the public realm; and
 - g. Distinctive local architectural styles, detailing and materials.”

Landscaping and planting should be integrated into the development as a whole. Development proposals should respond to:

- a. Landform;
- b. Levels, slopes and the fall of the ground;
- c. Trees on and close to the site;
- d. Landscaped boundary and treatments; and

- e. Any other significant biodiversity (including prioritising native over invasive species) on or close to the site.”

Policy DM6: Building Heights – requires:

“Building heights to be of an appropriate scale which respond positively to the site’s surroundings, the local context, and the need to achieve a high standard of design in accordance with Policy DM1.” (part A)

Proposals for taller buildings that project above the prevailing height of the surrounding area must be justified in urban design terms and should conform to the following general design requirements:

- a. Be of a high standard of architectural quality and design, including a high quality urban realm;
- b. Protect and preserve existing locally important and London wide strategic views in accordance with Policy DM5; and
- c. Conserve and enhance the significance of heritage assets, their setting, and the wider historic environment that would be sensitive to taller buildings (see Policy DM9).” (Part B)

Tall buildings will only be acceptable in areas identified on Figure 2.2 as being suitable for tall buildings... tall buildings should also:

- a. Represent a landmark building which by its distinctiveness must:
 - ◊ Be a way finder or marker, drawing attention to locations of civic importance, major public transport interchanges, and areas of high visitation;
 - ◊ Be elegant and well proportioned, and visually interesting when viewed from any distance or direction; and
 - ◊ Positively engage with the street environment.
- b. Consider the impact on ecology and microclimate; and
- c. Have regard to the Council’s Tall Buildings and Views Supplementary Planning Document.” (part C)

“Tall buildings within close proximity to each other should:

- a. Avoid a canyon effect...
- b. Avoid coalescence between individual buildings; and

- c. Demonstrate how they collectively contribute to the delivery of the vision and strategic objectives for the area....” (Part D)

Tottenham Area Action Plan

Policy AAP6: Urban Design and Character including Tall Buildings

- a. The significant change planned for Tottenham’s Growth Areas provides the opportunity to establish a new urban character for these areas...
- b. In line with DM6, Tottenham Hale ... [has] been identified as being potentially suitable for the delivery of tall buildings. Further details of these developments will be in accordance with the relevant Site Allocations....
- c. The appropriate height of development sites within Tottenham will be guided by the principles in Local Plan Policies DM1 and DM6, the reorientation of Tottenham Hale from an urban to a central area, the policy below, and the Site Allocations included in the Neighbourhood Areas Chapter.
- d. The Council expects the highest density development to be located adjacent to public transport nodes, and in Growth Areas and Areas of Change. At their boundary, development is expected to transition between these areas and the suburban areas of the AAP through appropriate transition/scaling of heights.
- e. Development should have regard to the recommendations of the Urban Characterisation Study to ensure the heights of new buildings respond to and help to define the surrounding character, whilst optimising opportunities for intensification and regeneration...
- f. The impact of new development, and particularly tall buildings should be considered against the requirements to protect Local Views as set out in DM5: Locally Significant Views and Vistas...”

Policy TH5 Station Road North – covers the southern end of Ashley Road and proposes:

“Comprehensive redevelopment of the southern end of Ashley Road for ground floor town centre uses with a mix of residential and employment above, forming part of the new District Centre. Development needs to be accompanied by a District Centre wide masterplan.”

Policy TH6 Ashley Road South – adjoins TH5 and identifies the potential for a mixed use precinct north of Tottenham Hale district centre.

Development guidelines include amongst other things:

- The site forming a transition to the more dense district centre,
- Maintaining existing industrial character of Ashley Road, and
- Providing additional east-west permeability.

The London Plan (March 2021)

Policy GG1 on inclusive growth requires that changes to the physical environment are positive to London (B), streets and public spaces are comfortable and safe, creating places that foster a sense of belonging (E) and:

“ensure that new buildings and the spaces they create are designed to reinforce or enhance the identity, legibility, permeability, and inclusivity of neighbourhoods, and are resilient and adaptable ...” (G)

Policy GG2 (Making the best use of land) promotes successful, sustainable mixed-use places that make best use of land including previously developed land, in Opportunity Areas and on public sector land, and using small sites (A). This includes to

- *“proactively explore the potential to intensify the use of land to support additional homes and workspaces, promoting higher density development, particularly in locations that are well-connected to jobs, services, infrastructure and amenities by public transport, walking and cycling”* (C)
- *“applying a design-led approach to determine the optimum development capacity of sites.”* (D)
- *“understand what is valued about existing places and use this as a catalyst for growth, renewal, and place-making, strengthening London’s distinct and varied character.”* (E)

Policy D3 seeks to optimise the capacity of sites through a design led approach (A).

Part D confirms that development proposals should:

1. *“enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions,*
2. *encourage and facilitate active travel with convenient and inclusive pedestrian and cycling routes, crossing points, cycle parking, and legible*

- entrances to buildings, that are aligned with peoples’ movement patterns and desire lines in the area*
3. *be street-based with clearly defined public and private environments...*
4. *achieve safe, secure and inclusive environments,*
5. *provide active frontages ... to generate liveliness and interest,*
6. *deliver appropriate outlook, privacy and amenity,*
7. *provide conveniently located green and open spaces for social interaction, play, relaxation and physical activity...”*
8. *“respond to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the local character”* and,
9. *be of high quality, with architecture that pays attention to detail, and gives thorough consideration to the practicality of use, flexibility, safety and building lifespan ...”*

Policy D4 deals with delivering good design. It suggests that visual modelling and assessments of design options should be undertaken where appropriate.

Policy D8 states that proposals should explore opportunities for new public realm where appropriate (A), ensure that it is well designed, safe, accessible inclusion, attractive related to the local and historic context, easy to understand and maintain (B). It should be based on an understanding of how the area functions at different time of day and through the year (D), accommodate movement functions (E) and have a mutually supportive relationship with surrounding uses to create a vibrant public realm (F) including natural surveillance (G). Green infrastructure and sustainable approaches to dealing with rainwater should be included (I) and shade, sunlight and seating should be considered to encourage people to spend time in a place (J).

Policy D9 (Tall buildings) states that proposals for tall buildings should preserve key views, contribute to legibility and wayfinding and provide a suitable transition to buildings within the surrounding context through a careful design of its base.

National Planning Policy and Guidance

National Planning Policy Framework (July 2021)

To achieve sustainable development, Paragraph 8 establishes an overarching social objective of “*fostering well-designed, beautiful and safe places’ and an environmental objective to ‘protect and enhance our natural, built and historic environment; including making effective use of land...*”

Paragraph 20 sets out the overall strategy for design quality of places, which includes “*conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure...*”

Paragraphs 119-120 state that decisions should promote the effective use of land (para 119), giving substantial weight to the value of using suitable brownfield land for homes and other needs (120c) and promoting development of under-utilised land (120d).

On achieving appropriate densities Paragraph 124 d and e state “*Decisions should support development that makes efficient use of land, taking into account...*

...the desirability of maintaining an area’s prevailing character and setting (including residential gardens) or of promoting regeneration and change and the importance of securing well-designed, attractive and heathy places.”

Paragraph 125 notes that “*Area based character assessments, design guides and codes and masterplans can be used to help ensure that land is used efficiently while also creating beautiful and sustainable places...*”

Paragraph 126 confirms that “*The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities...*”

To achieve well-designed places paragraph 130 identifies that planning decisions should ensure that developments “*function well and add to the overall quality of an area...*” They should also be “*...visually attractive as a result of good architecture, layout and appropriate and effective landscaping...*”; “*...sympathetic to local*

character and history including the surrounding built environment and landscape setting while not preventing or discouraging appropriate innovation or change (such as increased densities); establish or maintain a strong sense of place...” and “*optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks...*”

The important contribution that trees make to the character and quality of urban environments is confirmed at paragraph 131. New streets should be tree lines and opportunities to include trees elsewhere in developments should be taken. Existing trees should be retained wherever possible.

Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design. Conversely development that reflects design policies and guidance should be given significant weight (para 134) as should:

“...outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.” para 134.

National Planning Practice Guidance (PPG)

The PPG section on Design, as updated in 2019, provides guidance on how well-designed places should be achieved. It notes that local design guides should set out standards for an area, following the themes in the National Design Guide and shaped by an areas qualities and opportunities.

The PPG – Design states that the following characteristics are used to define good design in the National Design Guide:

- Context
- Identity
- Built form
- Movement
- Nature
- Public spaces
- Uses
- Homes and buildings
- Resources
- Lifespan

The PPG notes that tools for assessing design quality include the National Design Guide, any local design guides, design review or assessment frameworks. In this case, extensive pre-application consultation and design review has been undertaken as set out in a range of documents accompanying the application.

National Design Guide, October 2019

This guidance seeks to ensure well-designed places that are beautiful, enduring and successful are achieved. It notes that *“the long-standing, fundamental principles for good design are that it is: fit for purpose; durable; and brings delight.”*

It comments on the complexity of places noting that *“it is a setting for a diverse range of uses and activities, and is experienced by many people in many different ways; it is made up of buildings, and also landscape and infrastructure, which are likely to endure longer than the buildings themselves; most places evolve over a long period of time once they have been established, with many incremental changes that can affect their quality; the quality of ‘delight’ includes a richness of experience gained from all of our senses, not only the visual; and beauty in a place may range from a long view down to the detail of a building or landscape.”*

Ten characteristics of well-designed places are defined.

These are:

- Context – enhances the surroundings.
- Identity – attractive and distinctive.
- Built form – a coherent pattern of development.
- Movement – accessible and easy to move around.
- Nature – enhanced and optimised.
- Public spaces – safe, social and inclusive.
- Uses – mixed and integrated.
- Homes and buildings – functional, healthy and sustainable.
- Resources – efficient and resilient.
- Lifespan – made to last.

In relation to context it explains that *“well-designed places are: based on a sound understanding of the features of the site and the surrounding context, using baseline studies as a starting point for design; integrated into their surroundings so they relate well to them; influenced by and influence their context positively; and responsive to local history, culture and heritage.”*

In relation to identity or character of a place it notes that this derives from:

“...the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings or how a place looks, but how it engages with all of the senses. Local character makes places distinctive. Well-designed, sustainable places with a strong identity give their users, occupiers and owners a sense of pride, helping to create and sustain communities and neighbourhoods. Well-designed places, buildings and spaces: have a positive and coherent identity that everyone can identify with, including residents and local communities, so contributing towards health and well-being, inclusion and cohesion; have a character that suits the context, its history, how we live today and how we are likely to live in the future; and are visually attractive...”

The guide notes that:

“Well-designed new development is influenced by: an appreciation and understanding of vernacular, local or regional character, including existing built form, landscape and local architectural precedents; the characteristics of the existing built form ...; the elements of a place or local places that make it distinctive; and other features of the context that are particular to the area ... This includes considering: the composition of street scenes, individual buildings and their elements; the height, scale, massing and relationships between buildings; views, vistas and landmarks; roofscapes; the scale and proportions of buildings; façade design, such as the degree of symmetry, variety, the pattern and proportions of windows and doors, and their details; the scale and proportions of streets and spaces; hard landscape and street furniture; soft landscape, landscape setting and backdrop; nature and wildlife, including water; light, shade, sunshine and shadows; and colours, textures, shapes and patterns.”

Other material considerations

London View Management Framework

The London View Management Framework (LVMF) implements policies 7.11 and 7.12 of the London Plan in relation to strategic view management. Each specific view designated by the London Plan is analysed in terms of its composition and key characteristics in order to ensure that future development does not detract from its importance or value.

The LVMF designates ‘Protected Vistas’ in the form of view corridors over London. The application Site is not located within any of the identified corridors.

Character and Context

The purpose of the Character and Context SPD is to establish a framework for assessing the built environment within London in order to plan properly for the city’s future:

“Understanding how the existing character and context of individual places in London contributes to this diversity is essential to an appreciation of how these different places many develop in the future”

Various methodologies are demonstrated in the SPG to inform the discussion on how character studies are to be produced.

Appendix 3

Visualisation methodology

The AVRs (accurate Visual Representations) in this document were produced using the ‘View Verified Camera Matching’ methodology. This is the process whereby a real camera’s parameters (position, orientation and internal parameters of projection) are replicated in a three-dimensional virtual environment, enabling a massing model or visualisation depicting a proposed development to be superimposed/’montaged’ into a baseline photograph.

Definition of AVRs

The LVMF (London View Management Framework) defines AVRs as:

An Accurate Visual Representation (AVR) is a static or moving image that shows the location of a proposed development, the degree to which it will be visible, its detailed form and/or the materials to be used. AVRs combine images of the proposed development with a representation of the existing view. The detail of the analysis should be appropriate to the scale and type of development proposed.”

There are 4 levels of AVR which are described as:

- Level 0 - Location and size of proposal
- Level 1 - Location, size and degree of visibility of proposal
- Level 2 - As level 1 + description of architectural form
- Level 3 - As level 2 + use of materials

This chapter defines the process involved in the production of AVRs and details the information used.

Photography

Each viewpoint is carefully chosen based on a combination of information, these include; viewshed analysis, strategic importance, open dialogue with local authority, and site walkover.

Once a decision has been made on locations, high resolution imagery is taken. The camera is set up at a height of 1.6m to replicate an eye level view from the specified position and the camera levelled in the x and y plane using a shoe mount spirit level and the cameras built-in Digital Level. The position of the camera is

marked using a plumb line and line marking paint so the location can easily be replicated by the surveyors.

The choice of lens is based on the view’s proximity to the site and the scale of the development. The views are taken using fixed focal length lenses of 24mm (Canon TS-E Mk2 24mm f/3.5) attached to our Canon EOS 5D SR and shot at the maximum 50.1mp resolution with RAW files & jpegs saved.

The metadata contained in the image files records all camera settings as well as date and time which is then cross referenced with manually recorded data at the time of shooting to ensure accuracy and the camera location further documented with an image taken of the setup.

Tilt shift Lens

Where a viewpoint is located close to a development or the full extent of the proposed development is unable to be captured, a tilt shift lens has been used. The tilt shift function allows the lens to be moved and offset vertically or horizontally so that the axis of the lens remains perpendicular to the plain of the sensor. This does however mean a shift in the centre point of the image¹.

Survey

Between 13-27 alignment points are identified within each image, usually points of contrast or standout permanent immovable features, distributed throughout the image within the x,y,z planes. Each point including the camera position is then surveyed and logged based on the OS National Grid system giving Easting, Northing & AOD height. In any cases where no viable survey points are available two images are taken from the same camera position with control poles set out and surveyed in one of the images allowing the virtual camera to be orientated before the control image is swapped out.

Model Data

Each surveyed reference point is mapped out in 3D Studio Max. The proposed 3D model provided by Allies & Morrison Architects on 14/10/2022, located to the correct OS grid references for the site, is imported into the same 3D Studio Max file, so that the survey points overlay the proposed massing.

The views are represented in the model using a camera created and positioned based on the surveyed points.

Each view is then rendered at a resolution of 8688 x 5792 (1:1.5 ratio) so that it matches the site photography.

Final Images

The renders are created as Jpegs and are overlaid with the photography for the respective view (AVR level 0) in Photoshop. The images are manipulated and layers are created to separate the foreground and background. To produce level 1 imagery an outline of the proposed massing was generated on Photosop and positioned over the original photograph. Dashed lines show where the visibility of the building is obstructed.

Graticules

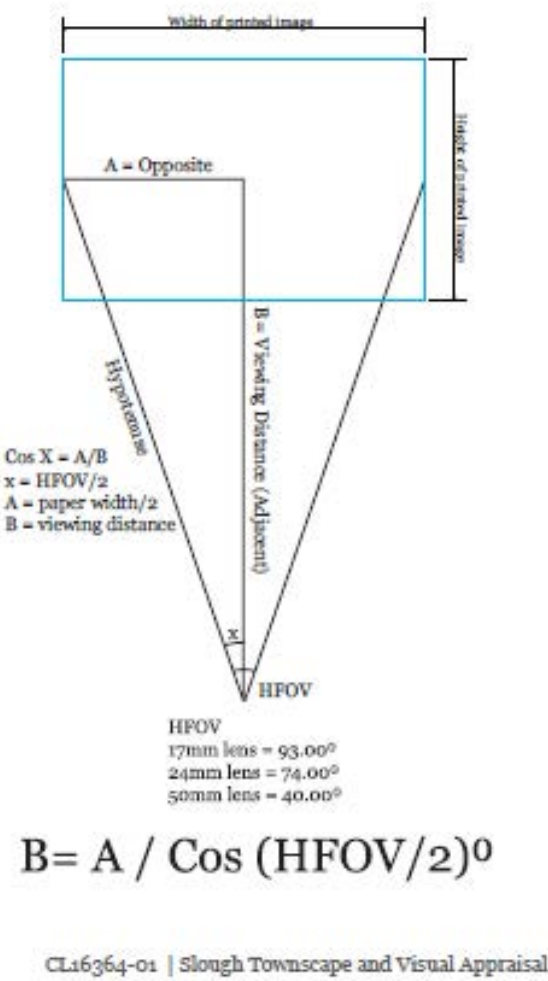
These ‘grid lines’ are added to the final image to show the horizontal and vertical fields of view. Our grid is divided into 73.7 degrees (horizontal) x 49.1 degrees (vertical). This is used to govern the horizon line, which is denoted by two arrows located on the vertical axes. A standard image will show the vertical arrows levelled centrally. Where a tilt/shift lens has been used to capture and allow for the extent of the proposed massing, the vertical arrows have been adjusted to show the correct horizon level.

Equipment

- Camera body
 - Canon EOS 5D SR - Full Frame 35mm digital camera
- Lenses
 - Canon TS-E Mk2 24mm f/3.5 (fixed focal length tilt/shift Lens)
 - Canon TS-E 50mm f/2.8 (fixed focal length tilt/shift Lens)

Viewing distance

The formula below describes how to work out the viewing distance for an image printed at a particular size so that it may be viewed at scale from the view location.



1. Landscape Institute Technical Guidance Note: Visual Representation of Development Proposals (17 September 2019)

